

**Silky Terrier Club of America -- Specialty & Event Survey**

Please mark answers clearly  and print when asked for text. Thank you for your time & candid responses.

How many STCA National Specialties have you EVER attended? # \_\_\_\_\_

How many National Specialties have you attended in the last (5) five years? # \_\_\_\_\_

If you have attended the National Specialty in the last (5) years, how many times did you drive?

1     Between 2 - 4     5     Never

If you drove, how many dogs on average did you bring with you?

1     Between 2 - 4     >4

If you have attended the National Specialty in the last (5) years, how many times did you fly?

None     1     Between 2 - 4     >4

If you traveled by air, did you bring a dog with you?

Yes     No

If you brought a dog with you did you bring the dog in cabin or cargo?

In Cabin     Cargo

Have you served on a Specialty committee as show chair, trophy chair, obedience/rally chair, hospitality chair, or grounds?

Yes     No

Would you be willing to submit a proposal and chair a National Specialty?

Yes     No

If yes, can we contact you directly?  Yes     No

If yes, please provide your name, number and best time to call: \_\_\_\_\_

How much impact does the state or city (location) of the event impact your decision to attend? Please provide text description.

Of these most recent host hotels, which location has been your favorite overall?

Holiday Inn - St. Louis, MO     MCM Elegante - Albuquerque  
 Holiday Inn - Kansas City     Hilton Dulles Airport - Herndon,

What is the biggest contributing factor to your decision to attend a National Specialty? Please provide text description.

**Location**

If you travel by air, do you rent a car or use a shuttle most often?  Rental Car     Shuttle     Get ride with friends

If a courtesy shuttle from the closest major airport is NOT available, how likely are you to attend the Specialty?  Likely     Unlikely

How far from a major airport are you willing to travel to a Specialty host hotel?  <10 miles     <25 miles     <50 miles

If a hotel would be willing to give STCA locked in prices for a multi-year contracts, would you support the Specialty being in one location for a multi-year cycle of (3) years?  Yes     No

How likely would you be to attend a National Specialty if it were NOT held in a hotel but rather in conjunction with an All-breed dog show (in an exhibit hall or alternate venue)?

I would attend     More Likely     Less Likely

How likely would you be to attend a National Specialty if it were NOT held in a hotel but rather in conjunction with a Toy dog show (in an exhibit hall or alternate venue)?

I would attend     More Likely     Less Likely     I would not attend

How likely would you be to attend a National Specialty if only the Top 20, meals, and education were held in a hotel with the balance of the competition held in conjunction with an All-breed show?

I would attend     More Likely     Less Likely     I would not attend

What is the biggest factor regarding LOCATION in your decision to attend a National Specialty? Please provide text description.

<b>Dates</b>
Which time frames do you feel are optimal for STCA to hold a National Specialty when you would be MOST LIKELY to attend? <input type="checkbox"/> Anytime <input type="checkbox"/> January - March <input type="checkbox"/> March - May <input type="checkbox"/> May - July <input type="checkbox"/> July - September <input type="checkbox"/> September - November
If you were to attend a future National Specialty, which days work best for your travel schedule to attend a National Specialty? <input type="checkbox"/> Anytime <input type="checkbox"/> Beginning of the week (Mon, Tues, Wed) <input type="checkbox"/> Middle of the week (Tues, Wed, Thur) <input type="checkbox"/> End of the week (Wed, Thur, Fri) <input type="checkbox"/> Weekend with leading Friday (Fri, Sat, Sun) <input type="checkbox"/> Weekend with trailing Monday (Sat, Sun, Mon)
<b>Follow Up Shows</b>
If you have attended a National Specialty in the last (5) five years, how often do you stay for the follow up shows? <input type="checkbox"/> Always <input type="checkbox"/> Once <input type="checkbox"/> 2 or more times <input type="checkbox"/> Never
Are you more or less likely to attend a National Specialty if there are follow up shows offered at the Specialty HOST HOTEL? <input type="checkbox"/> More Likely <input type="checkbox"/> Less Likely
Are you more or less likely to attend a National Specialty if there are follow up shows offered? <input type="checkbox"/> More Likely <input type="checkbox"/> Less Likely
How far are you willing to drive or arrange transportation to attend a follow up show if the show is NOT at the Specialty host hotel? <input type="checkbox"/> <10 miles <input type="checkbox"/> <25 miles <input type="checkbox"/> <50 miles
<b>Accommodations</b>
If you are required to pay a NON-REFUNDABLE one time pet fee to attend the National Specialty, how likely are you to attend? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the NON-REFUNDABLE one time pet fee is \$50 or less, how likely are you to attend? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the NON-REFUNDABLE one time pet fee is greater than \$50 but less than \$100, how likely are you to attend? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
In recent years, hotels have generally imposed a maximum of (4) four dogs per room limit, how has this impacted your decision to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> It has impacted my decision
If the room rates offered for a standard room with up to (4) quad occupancy were priced under \$100 per night, how likely are you to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the room rates offered for a standard room with up to (4) quad occupancy were priced over \$100 but under \$125 per night, how likely are you to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the room rates offered for a standard room with up to (4) quad occupancy were priced over \$125 but under \$150 per night, how likely are you to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the room rates offered for a standard room with up to (4) quad occupancy were priced over \$150 per night, how likely are you to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
Does the availability of suites affect your decision to attend the National Specialty? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> It has impacted my decision to attend
Does the availability of a COMPLIMENTARY breakfast included in your room rate impact your decision to attend the National Specialty? <input type="checkbox"/> Yes <input type="checkbox"/> No
Does the availability of down and out or ground level rooms with parking lot access impact your decision to attend the National Specialty? <input type="checkbox"/> Yes <input type="checkbox"/> No
Does COMPLIMENTARY wireless internet connectivity in guest rooms impact your decision to attend a National Specialty? <input type="checkbox"/> Yes <input type="checkbox"/> No
If the hotel did NOT have a full service restaurant on site, how likely are you to attend? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely
If the hotel did NOT have a lounge or bar restaurant on site, how likely are you to attend? <input type="checkbox"/> Does not affect my decision to attend <input type="checkbox"/> Likely <input type="checkbox"/> Not Likely

<p>How does the availability of restaurants within walking distance of the host hotel impact your decision to attend a National Specialty?  <input type="checkbox"/> Does not affect my decision to attend    <input type="checkbox"/> Likely    <input type="checkbox"/> Not Likely</p>
<p><b>Events</b></p>
<p>How often do you attend the <b>meal and live auction</b> held in conjunction with the National Specialty?  <input type="checkbox"/> Always    <input type="checkbox"/> Sometimes    <input type="checkbox"/> Rarely    <input type="checkbox"/> Never</p>
<p>Do you prefer a buffet or plated meal for the live auction event?    <input type="checkbox"/> Buffet    <input type="checkbox"/> Plated</p>
<p>How likely are you to attend the meal and live auction if the price of the event exceeded \$40 per person?    <input type="checkbox"/> Likely    <input type="checkbox"/> Not Likely</p>
<p>How often do you attend the <b>annual awards dinner</b> held in conjunction with the National Specialty?  <input type="checkbox"/> Always    <input type="checkbox"/> Sometimes    <input type="checkbox"/> Rarely    <input type="checkbox"/> Never</p>
<p>Do you prefer a buffet or plated meal for the annual awards dinner?    <input type="checkbox"/> Buffet    <input type="checkbox"/> Plated</p>
<p>How likely are you to attend the annual awards dinner if the price of the event exceeded \$50 per person?    <input type="checkbox"/> Likely    <input type="checkbox"/> Not Likely</p>
<p>When you are <b>NOT</b> competing in the event, how often do you attend the Top 20 Showcase held in conjunction with the National Specialty?  <input type="checkbox"/> Always    <input type="checkbox"/> Sometimes    <input type="checkbox"/> Rarely    <input type="checkbox"/> Never</p>
<p>Which of the following offerings do you prefer for the Top 20 Showcase?  <input type="checkbox"/> Hors d'oeuvres only    <input type="checkbox"/> Buffet    <input type="checkbox"/> Plated Meal    <input type="checkbox"/> Dessert Bar &amp; Coffee/Tea</p>
<p>If the format of the Top 20 Showcase were to be shortened with some of the judging taking place before the show case begins with the showcase more focused on the emphasis being on the dogs, movement and corresponding narratives, how does this impact your decision to attend?  <input type="checkbox"/> Does not affect my decision to attend    <input type="checkbox"/> I would be likely to attend    <input type="checkbox"/> I would NOT likely attend</p>
<p>Would you like to see a category for "People's Choice" added to the Top 20 Showcase were the event attendees get to vote for their favorite of the night?  <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>
<p>When follow up shows are not available to be held in conjunction with the Nationals Specialty and STCA offered a REGIONAL SPECIALTY before or after how does that impact your decision to attend?  <input type="checkbox"/> Does not affect my decision to attend    <input type="checkbox"/> I would be likely to attend    <input type="checkbox"/> I would NOT likely attend</p>
<p>If a REGIONAL SPECIALTY were offered in conjunction with the National Specialty, when would you prefer it be held?  <input type="checkbox"/> Before the event    <input type="checkbox"/> After the event</p>
<p>If there were a registration fee of &lt;\$25 per person imposed to attend the National Specialty to cover favors and attendee incidentals, how would this impact your decision to attend?  <input type="checkbox"/> Does not affect my decision to attend    <input type="checkbox"/> I would be likely to attend    <input type="checkbox"/> I would NOT likely attend</p>
<p>If there were a registration fee of &lt;\$50 per person imposed to attend the National Specialty to cover favors and attendee incidentals, how would this impact your decision to attend?  <input type="checkbox"/> Does not affect my decision to attend    <input type="checkbox"/> I would be likely to attend    <input type="checkbox"/> I would NOT likely attend</p>
<p>Do you agree that the National Specialty should remain an annual event or do you think it should be every other year?  <input type="checkbox"/> Annual    <input type="checkbox"/> Every other year</p>
<p>Do you think the Top 20 Showcase should be an annual event or do you think it should be every other year with all dogs qualifying in the two year period invited to attend?  <input type="checkbox"/> Annual    <input type="checkbox"/> Every other year</p>
<p>Obedience and rally is not being offered in 2016 due to increased costs and limited entries. What do you think should be done with obedience and rally going forward?  <input type="checkbox"/> Continue both events annually even if the Club loses money and there is little interest or entries  <input type="checkbox"/> Continue both events every other year even if the Club loses money and there is little interest or entries  <input type="checkbox"/> Offer occasionally to gauge interest going forward  <input type="checkbox"/> Discontinue as the event does not support itself</p>
<p>Agility is not being offered due to increased costs and limited entries. What do you think should be done with Agility going forward?  <input type="checkbox"/> Continue the event annually even if the Club loses money and there is little interest or entries  <input type="checkbox"/> Continue the event every other year even if the Club loses money and there is little interest or entries  <input type="checkbox"/> Offer occasionally to gauge interest going forward  <input type="checkbox"/> Discontinue as the event does not support itself</p>
<p>Would you be willing to pay a flat registration fee of up to \$100.00 to attend the National Specialty if you knew it would make it possible to add or continue events such as Agility, Obedience and Rally even if you did not personally participate in these events with your dog?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>

<p>Barn Hunt and Earthdog events are not being offered presently. What do you think should be done with these additional events going forward?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Add the events annually if there's a site available within a reasonable distance to the host hotel even if the Club loses money and there is little interest or entries</li> <li><input type="checkbox"/> Add the events every other year if there's a site available within a reasonable distance to the host hotel even if the Club loses money and there is little interest or entries</li> <li><input type="checkbox"/> Offer the events occasionally if there's a site available within a reasonable distance to the host hotel in order to gauge interest going forward</li> <li><input type="checkbox"/> Do not add as the Club cannot support obedience, rally and agility presently.</li> </ul>
<p>What specific recommendation do you have that would increase interest in events such as obedience, rally, agility, earthdog and barn hunt? Please provide text description.</p>
<p>What type(s) of educational opportunities are you most interested in seeing added to future Specialties? Please provide text description.</p>
<p>What specific additions would you like to see at the National Specialties? Please provide text description.</p>
<p>What specific ideas do you have to increase attendance at National Specialties? Please provide text description.</p>
<p>What specific ideas or feedback do you have to increase revenue? Please provide text description.</p>
<p>Please provide any other questions, comments, concerns or feedback:</p>

Please mail completed survey to: Diane Angeli 504 Bristol Drive Allen, TX 75013-3435 or email [dianeangeli2183@gmail.com](mailto:dianeangeli2183@gmail.com) – questions contact (214) 383-3537

**Please return on or before January 1, 2016.**